



**ROSS**

SPORTS & LIVE EVENT  
**SOLUTIONS**

## Inception Social Success Story

JACKSONVILLE JAGUARS (2015)

## Jacksonville Jaguars (2015)

### JACKSONVILLE FL, USA

NFL Football | TIAA Bank Field

The **Jacksonville Jaguars** are a professional football franchise based in Jacksonville, Florida and members of the American Football Conference South Division of the National Football League (NFL). The team calls TIAA Bank Field home, and in November 2013 the stadium (then known as EverBank Field) underwent significant renovations, including the installation of two end-zone video scoreboards that were 362 feet long. The new screens would give producers a whopping 55,000 square feet of HD LED video screens, which at the time of installation would set a new world record for a stadium.



*Panorama of TIAA Bank Field in 2018, featuring one of the gigantic and engaging HD Video Boards.*

#### THE CHALLENGE

With the stadium's unparalleled technological advancements in place, including some of the world's largest 8K cinematic video boards, the Jaguars production team was now capable of producing content at a resolution unmatched by any other venue in the world. To match this production power, the marketing team headed into the 2014 NFL season knowing that they needed to come up with a strategy to revolutionize the game-day experience for their fans while taking full advantage of the stadium's technology upgrades.

The biggest challenge that faced the Jaguars production group was the fact that the city of Jacksonville can be a transient town with an equal mix of older season ticket members and an ever-growing emergence of millennial fans. With the fan base trending towards a younger audience, it was more important than ever for the Jaguars to immerse their fans with fantasy stats, red zone updates, and Twitter and Instagram posts. On top of this, the Jaguars also had to create an environment that would give the team a competitive home-field advantage.

## THE SOLUTION

To connect with their fan base through in-game videoboard activations, the Jaguars extensively researched and tested several different social media aggregators and parsers. In the end, the team landed on the Ross Inception Social Media Management tool. The decision to go with Inception was made easy when the team found out that it could be easily integrated with their existing Ross production switcher and graphics solution.

"It just made sense to utilize a few key products from the same manufacturer. By using Ross, the equipment talks to each other more easily, and more efficiently" said **Carlos Caceres**, *Gameday Producer for the Jacksonville Jaguars*.



*The new Jacksonville Jaguars control room features two Vision Production Switchers, a Carbonite frame acting as an image processor for the 8K board, XPression Studio graphics engines, as well as the Inception Social system.*

"This was one of our most well-received new elements on game days. Our fans absolutely loved interacting with our new video boards and our new social media elements. We received so much positive reaction that there was always plenty of fresh content to be displayed on the boards," continued Carlos. "Our most popular hashtag has been **#JagsGameDayLive** – it broke the top ten notch on Twitter on its very first application in game."



The "wings" of the video board feature social media elements fed into the Ross system by Inception.

With the introduction of Inception Social, the Jaguars are now far more equipped to engage with their fan base on game day and beyond. "From the moment our fans arrive at the stadium and begin tailgating, they can post their selfies and words of encouragement to the Jags," explained Carlos. "Once inside the stadium, many of the fans' eyes stay locked on the main boards hoping they will catch a glimpse of their post. I cannot begin to express enough how integral this new technology is to our modern show."

### THE IMPACT

The goal of the Jaguars team was to immerse fans with fantasy stats, red zone updates, and Twitter and Instagram posts. Inception Social, as part of the larger Ross product suite, allowed the team to integrate these features to create and maintain a competitive home-field advantage every game day.



The Jaguars turned to Ross to design and build a custom Dashboard control panel to manage the statistical and social-media data populating the "wing" portions of the screen. This resulted in a true integration of Inception Social into the Ross Unified Venue Solution.

Carlos Caceres, Gameday Producer for the Jacksonville Jaguars:

*"I have worked with several other services, social media aggregators and parsers over the years, and I can tell you without equivocation that Ross Inception is the best social media aggregator, filter and publisher on the market right now. For the complex purposes of our show, it is more importantly a broadcast-quality machine. This is not your everyday laptop being streamed onto our massive 8K video boards. This is a broadcast standard box, tried and tested, and up for the rigors of working in a fast-paced, live environment. It is intuitive and easy to learn."*

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SVG ARTICLE: [You Can Make This Beast, But It Needs To Run Flawlessly](#)

## For more information...



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